

ORDER



Orders
Order / Rev: 6400353
Alt Order #: 06400353
Product Desc: ROB ZERBAN FOR CONGR
Estimate: 3510
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Vicky Rehill
Sales Office: HCHI
Sales Region: NAT

Agency
Name: Adelstein/Liston
Buying Contact: Candy Kyle
Billing Contact:
 222 W. Ontario St.
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/R Zerban for Congress
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	10	\$7,550.00	\$6,417.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$7,550.00	\$6,417.50	0.00
Totals	10	\$7,550.00	\$6,417.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Vicky Rehill			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	9%	\$7,550.00
Market	100%	\$83,888.89

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$838.89
WISN	34%	\$28,522.22
WITI	25%	\$20,972.22
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	30%	\$25,166.67
WVTV	1%	\$838.89
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
Price Is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$350.00		0.00			
E 2	WDJT	11/01/12	11/02/12	Jeopardy 6p-630p	CM	M-F 6p-630p	---TF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
6p-630p/Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--		2				\$750.00		0.00			

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Advertiser: Poli/R Zerban for Congress
 Product Desc: ROB ZERBAN FOR CONGR
 Estimate: 3510

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/05/12	11/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1		\$750.00			0.00			
E 4	WDJT	11/01/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---TF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1		\$750.00			0.00			
E 5	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1		\$200.00			0.00			
E 6	WDJT	11/02/12	11/02/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1		\$2,500.00			0.00			
E 7	WDJT	11/03/12	11/03/12	Sa 8p - 9p Crimetime Saturday	CM	8p - 9p -----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1		\$600.00			0.00			
E 8	WDJT	11/03/12	11/03/12	Sat 1035p-1135p The Closer	CM	1035p-1135p -----1-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1		\$150.00			0.00			
E 9	WDJT	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a -----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$750.00			0.00			
												Totals	10	\$7,550.00